



WEEKLY REVIEW

The Autumn Leaves Are Falling

And Business Is Rustling

Mr. T. R. Gerlach just closed an order over long distance phone for nearly \$1,500.

DeLuxe of Course!

New York and Iowa lost out
Lots of business left. Go after it

The Weekly Review



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WEEK ENDING, AUG. 21st

The corresponding week of last year was the lightest week of the month and, from present indications, this week is going to be the lightest of August 1909. However, we are glad to say that in spite of the very ordinary business that has been reported for the week ending August 21st, we have made nearly our average gain. Part of this gain is due to the fact that there are more men working than there were last year, but, they got larger orders, so the gain is not all due to the greater number of men.

It is encouraging to note that this business is coming from nearly every section of the country. Brooks, Shimmin, Parks and McDonald in the South, are keeping up a good pace. Moore and Beelman in the Northwest, McLaughlin in Illinois, Ungerer in the East, White and A. E. Gerlach in New York and Chicago, have all kept up their end of the string. Then, there are a number of men still on the sick list, who, ordinarily, would be doing good work. We refer especially to Mr. Conkling and Mr. Woodman. Mr. Lott happens to be out of the first class this week, but he is almost continually sending in good business, in fact, as we write these words, there is lying on the order clerk's desk an order from Mr. Lott for nearly \$400.00, which just came in. There are others, too, who have had an off week this week, and who are showing up better for the succeeding week. Altogether, we have nothing to complain of so far as the month of August is concerned.

Right here may be a good place to mention the fact that Mr. Switzer is having a jolly good vacation, if we may judge by reports which have been coming in for several days past. While Mr. Switzer is supposed to be resting on a farm in an obscure corner of New York State, he thought it a good idea to take a few samples along and try his hand at the selling game, in order that he might get an idea of what you boys are up against. He started out by calling on a business friend in Chicago, while waiting

for his East-bound train, and picked up an order amounting to \$65.00. Before even going out to see his family, who had preceded him to this rural retreat, he stoped long enough in town to pick up a \$42.00 order. Several days later, he started with a team canvassing several small villages, and securing three orders amounting to over \$60.00. The next day he followed it up with a \$100.00 order. Considering that Mr. Switzer is not a salesman, and that he is really away on a vacation, a business of nearly \$300.00 in three days certainly is not bad. We are thinking seriously of hiring a new editor and putting him on the sales force regularly. But then, it was up to Mr. Switzer to do something after the record made by Mr. Bilsland while he was on his vacation. As a matter of fact, the male portion of the office force has pretty much all got the fever. Why, upon receipt of Mr. Switzer's report, Mr. Donoghue who is a recent new stenographer, started out here in Joliet Saturday afternoon, after the town had been pretty thoroughly worked, and picked up three orders. Considering that it was Saturday afternoon, when most salesmen think that they can not do business, this young man made an excellent start. In addition to the orders he got, he also made appointments for future dates, and is enthusiastically looking forward to securing more business as a result of his afternoon's work.

There is no use talking, the salesman who succeeds best at calendar selling, must get into the spirit of the game, and that is what everyone around the office does, for we have just as loyal a set of people here in the office as we have on the field. It might be a good preliminary training for every salesman to serve an apprenticeship here in the office before going into the field, if such a scheme were only practicable.

We are already beginning to receive some nice orders for the new Kenyon series mailing cards, and we have had a number of inquirers for the same subject blotters size of the large

IPalm series. Believing that putting these same subjects out in a cheaper style will interfere with the sale of the mailing cards, we have decided not to issue them in blotter form until next year. We now want every salesman to push the mailing cards with the greatest possible vigor. You have suggestions for a number of different lines of business, and you should be able to make up for these a service that will be applicable to any other line of business. Do not try to sell mailing cards without this service. It is this monthly talk combined with the daintiest set of pictures ever put out for advertising purposes that counts. You should be able to place a set of mailing cards in every town in your territory, except those of the very smallest size. Remember that Mr. Roberts sold mailing cards in every town

of over 1200 in his territory, with perhaps a half dozen exceptions. While we do not want you to overlook calendars, we know that you can increase your business by a proper presentation of the dainty Kenyon mailing cards.

NUMBER OF ORDERS.

Here is one point where we certainly have not broken any records. Mr. McLaughlin leads with eleven orders, Mr. Brooks follows with ten, Mr. H. B. McDonald secured only eight, and nobody else reached quite that figure. But for the fact that the orders averaged larger than last year, our percentage would not have shown up quite as well. We do not care simply for a larger number of orders, but it can be generally laid down as a fact, that when we get a large number of orders, we get a large amount of business.

REVIEW OF THE WEEK

There were no large orders secured this week, and no salesman did an abnormally large business, but there were enough steady pluggers to keep the average up fairly well; enough to demonstrate that the calendar business is not all done by a long way. Of course, those familiar with city work understand the chances in large cities is really better than in the early part of the year. It is not surprising, therefore, that Mr. White has appeared in the first section, in fact, he leads with business every day, though his largest order amounts to only \$141.00. At the same time, there are several others around the \$100.00 mark, so that his total is a very satisfactory one.

Mr. Ungerer is a close second to Mr. White, and the bulk of his business was also secured in large cities. His best order calls for 10,000 of the new Kenyon series in calendar form. Mr. Ungerer has been handicapped this year on account of illness and family matters, which have kept down his total somewhat, but, we believe that he will still be able to make a good showing for the balance of the year.

Mr. Shimmin has been keeping up a pretty steady gait during August, and this in spite of the fact that he is working in the far South. His largest order for the week amounts to \$161.00 and he got business every day but one.

There is quite a gap between Mr. Shimmin and those who follow, but there are six men who are so close together that they might properly be said to stand number 4—Brooks,

Moore, Parks, McLaughlin, H. B. McDonald and A. E. Gerlach. There is nothing really startling about the work of any of these men. Probably the best order in the lot was that by Mr. Parks who secured an order from a fertilizing company for 2000 series No. 28 card boards and 200 series M8, the subject being "Violet." This order amounted to over \$150.00. Mr. Moore's best order was from a lumber company, and calls for 300 of D607, which shows that all classes of business men are influenced by our De Luxe calendars.

In addition to those mentioned, there are a number of men, who sent in a fair business, for example, Mr. Finley had one order amounting to \$132.00 and Mr. Meyer secured two orders on Thursday amounting to \$112.00.

NUMBER OF ORDERS

It remained for a city man to carry off the honors under this heading. Mr. White, working in New York City, secured business every day, and he is the only man on the force who has a clean report. There were five others, however, who just barely missed being in Mr. White's class. They are: Mr. Shimmin, Mr. Moore, Mr. Gerlach, Mr. H. B. McDonald and Mr. McLaughlin. There are a number of others who missed only two days, and as stated elsewhere, Mr. Conkling and Mr. Woodman were sick. Now that the hot weather is over, we hope that the record under this heading will be materially improved.

NEW KENYON SERIES MAILING CARDS

We here at the factory have felt ever since the Kenyon Series Mailing Cards came from the engravers, and even before, while they were in the hands of the artist, that they were the cleverest dozen subjects that have ever been assembled by any house. We are glad to know that our opinion seems to be shared by the men in the field, as indicated by their comments. If you all feel this way about them, you are sure to have good sales in them. Here are a few of the comments:

Mr. Shepherd: I have received samples of the new Kenyon Series Mailing Cards, and want to say I think they are the handsomest and daintiest set of cards I have ever seen. I am very much pleased with these new samples, and trust that they will secure a very large volume of business for you. Kindly accept my congratulations and thanks for the Kenyon girls.

Mr. Reilly: Received the mailing cards, and think they are beautiful. The border work is particularly good and I hope to do a nice business with them.

Mr. Cies: Just received the Kenyon Mailing Cards last night. They are far ahead of our Palm Series and they (P. S.) led anything our competitors ever offered.

Mr. Carter: Received the new Kenyon Mailing Cards, also the four Kenyon subjects on Davis De Luxe. They are the finest I have ever seen, and I hope to turn in my share of orders for them.

Mr. Lott: You have done yourselves proud. Beautiful beyond compare with anything on the market. Color scheme exquisite. Each succeeding subject from January to December is finer than the one that precedes it. As a harmonious whole, they are a bunch of ripe peaches leaving no room for criticism and I have got two hundred thousand sold now. A little flowery for yours truly, but it will be a pleasure to show them.

Mr. McLaughlin: New Mailing Cards are certainly beauties and I am going to try to sell my share of them.

Mr. Ungerer: No use talking, the Kenyon cards are great.

NEWS FROM THE FIELD

MR. SWITZER IS A SALESMAN.

We know that you will all be interested in an account of Mr. Switzer's first real day's work at the selling game. Previous to this he had taken two orders, one of which had been taken in Chicago and the other after he had reached his destination. The following letter will tell you of his actual experiences his first day out:

Enclosed find four orders. Have been in the harness in good shape today. Drove ten miles starting at 6:45 this morning. At S. . found the few people a bunch of "tight wads." Worked all morning on one firm and finally sold 100 calendars. Then drove three miles out in the country where I sold an undertaker. Got back to my starting point at supper time. After supper sold an undertaker here.

W. F. Switzer.

It appears that Mr. Switzer is making a specialty of undertakers on this trip, a class of business that many salesmen overlook entirely.

IN MR. K. H. GERLACH'S TRAIL.

Mr. K. H. Gerlach left me last night after a most pleasant and profitable three days. I want to thank the Company for letting me have his services and instructions, and want to thank him particularly for his services.

John Dean Thompson.

Mr. Ungerer is quite as profuse in his expressions in regard to Mr. Gerlach's experience with him.

MR. CIES GETS A CHECK.

Allow me to thank you for prize check and letter I received recently and to express the hope that should you have another contest I will be able to work in a way that I will feel more worthy, should I prove a winner.

H. W. Cies.

NEW DE LUXE SAMPLES MAKE A HIT

As most of you know we started our De Luxe Calendars simply as an experiment. In some way several of our competitors got next to what we were doing and immediately at-

tempted to get something up on the same order. We have heard, however, very little of their efforts. Without following our lead exactly they lose the good effect of the idea.

We need not repeat the story of the success of our De Luxe line. After putting out a few samples in this style there was such a demand for them that we were very soon putting nearly everything in the line up in De Luxe. Right after the first of the year the Davis De Luxe came out, at first just as an announcement for Mr. Davis. Later it has proven to be an extremely popular series, and recently we have been increasing the sale by putting up more subjects in this style, including a number of the new Kenyon heads. We are all enthusiastic over De Luxe Calendars here at headquarters and we know that most of you feel the same way about it, but it remains for Mr. Cies to say the last word on the subject and you will see that he is himself nearly speechless:

Just now received new dainty De Luxe. How shall I describe them to my customers when I have already exhausted my superlatives on the G.-B. line? I don't know any rules of classic diction whereby I can express in fitting terms the line I am so proud to represent. You are doing more for your salesmen than any other concern in the world. It makes me ashamed to see that with such a splendid line my business is so ordinary.

H. W. Cies.

A MAILING CARD ARGUMENT.

Very frequently after I have gone pretty thoroughly over the matter of mailing cards with a prospective customer and he is sufficiently interested to begin to consider whether it would be a paying proposition to him, I use this argument, or rather ask this question. Sometimes, I use it to arouse his interest and gain his attention before going into the matter of mailing cards.

"Mr. Jones, if I should come in and prove to you that I had an advertisement which you could use in your daily paper, and this advertisement was so cleverly arranged that it would

reach only just the ones whom you particularly desired to interest (the people who don't trade with you and don't come into your store) and this advertisement was so clever that every one of those people would cut it out of the paper and hang it up on the wall or set it upon their desk for at least a month, where they could see it every day, don't you think that would be a pretty effective piece of advertising? How long do you suppose you would be signing up with me if you could have exclusive use of that advertisement and, of course, considering the price was right?"

The right kind of answer usually follows and when it does I figure my P. P. as pretty nearly sold.

W. Jay Marks.

MR. MOORE GETS AN INCREASE.

Elsewhere we mentioned an order for 300 D607 secured by Mr. Moore from a lumber concern. In the following letter Mr. Moore explains the circumstances connected with this order. We are convinced that our De Luxe calendars had no little to do with Mr. Moore's success in landing the business. Here is his explanation:

Enclosed find report for Saturday with two orders. You will notice the lumber company order is an increase. When here several weeks ago I sold them 250 D31 and, while he liked "Alice" in the 15x20" De Luxe, he would not give me the order, as he had promised to see another line. I told him I would come back to see him after they had seen the other line, so kept in touch with them and, of course, reminding them of "Alice." Result was they couldn't forget her and passed the other fellow up and gave me the order, which in all amounts to \$116.00.

R. E. Moore.

There is one point in Mr. Moore's letter to which we wish to call particular attention, and that is the fact of his keeping in touch with his prospective customer. No business man is going to be offended at a salesman, who looks after his own interests.

